

Name: _____ Date: _____

AN INTRODUCTION TO PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Definitions

TERM	DEFINITION
Public Service Announcement	
Target Audience	
Direct Message	
Indirect Message	

What to Look for in a PSA:

The Scenario: _____

The People Involved: _____

Where the PSA is placed: _____

Camera Angles: _____

Text and Soundscape: _____

Name: _____ Date: _____

PSA Exemplars

PSA #1: _____

Prompts	Evidence from PSA in point form
What is happening in this PSA?	
Who is involved?	
What camera angles are used to relay meaning?	
What text is used?	
What do you hear?	
Where might this PSA be placed?	
Who is the target audience of this PSA?	
What are the direct and indirect messages of this PSA?	

Name: _____ Date: _____

PSA #2: _____

Prompts	Evidence from PSA in point form
What is happening in this PSA?	
Who is involved?	
What camera angles are used to relay meaning?	
What text is used?	
What do you hear?	
Where might this PSA be placed?	
Who is the target audience of this PSA?	
What are the direct and indirect messages of this PSA?	

Name: _____ Date: _____

PSA #3: _____

Prompts	Evidence from PSA in point form
What is happening in this PSA?	
Who is involved?	
What camera angles are used to relay meaning?	
What text is used?	
What do you hear?	
Where might this PSA be placed?	
Who is the target audience of this PSA?	
What are the direct and indirect messages of this PSA?	

Name: _____ Date: _____

PSA #4: _____

Prompts	Evidence from PSA in point form
What is happening in this PSA?	
Who is involved?	
What camera angles are used to relay meaning?	
What text is used?	
What do you hear?	
Where might this PSA be placed?	
Who is the target audience of this PSA?	
What are the direct and indirect messages of this PSA?	